

Sirs and Madams

A big issue that is presented in arguing localism is the under representation of minorities and local artists. How can it be argued that a station is for localism if their own community members are not being represented? In the San Antonio meeting a great example brought up was the fact that local groups become larger and more well known by first being heard at the grass roots level. More and more stations are adapted and formatted to play the same music genres and big groups neglecting the local artists who may have extreme talent. If a local artist or group of artists becomes a well known act it has tremendous effects on their local community. It brings pride first of all to a community to be able to say that they helped that person get on their way to where they are. It can also encourage other struggling artists and drive them to work even harder knowing that they too can achieve their dreams. How many dreams have been squashed because of a station's mainstream format? Does it always have to be about numbers? I see no better way to represent a community locally than to play their talent and help them on their way. When it comes to the issue of minority representation something must also be done. America is indeed the melting pot of societies, and local broadcasting should reflect that. There are many communities where hispanics are the majority or African Americans, but stations continue to play mainstream alternative. This does not reflect on their communities at all and certainly does not promote the notion of localism. There should be equal programming for all ethnicities represented in a community. A wonderful idea of how to achieve this was mentioned in the NOI issued earlier on. Stations should take advantage of enhanced audio capabilities and offer songs in different languages simultaneously giving each group the option of hearing what they want to hear in the form they want to hear it. I thank you for your time in hearing my comments and hope that the right decisions are made. Thank you once again.